"Boys Town" Opens To Capacity Business, Loew's, Toronto

CANADIAN MOVING PICTURE DIGEST

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Editor and Publisher

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(See Inside Cover)

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LEO'S BIG LOVE AFFAIR!

—it was love at first sight

—he swept her off her feet

—he showered her with jewels

—And now see what Miss Box-office gets

Just previewed in California and the talk of the Coast! Prediction: it will top all MacDonald-Eddy triumphs. Every studio in Hollywood watches as hit follows hit from M-G-M!

sweethearts indeed!

Again the LION ROARS

METRO GOLDWYN MAYER PROUDLY PRESENTS THE SEASON'S GALA HIT!
EVERYBODY'S RAVING! EVERYBODY'S SINGING! EVERYBODY'S CHEERING!

Jeanette MacDONALD Nelson EDDY
in
SWEETHEARTS

VICTOR HERBERT Love-Songs!

Thrilling melodies by the composer of "Naughty Marietta"! Hear your singing sweethearts blend their voices in *"Mademoiselle"*, *"On Parade"*, *"Wooden Shoes"*, *"Every Lover Must Meet His Fate"*, *"Summer Serenade"*, *"Pretty as a Picture"*

HEAVEN MADE THIS MATCH!

Their greatest musical romance! Thrilling as they were in "Rose Marie" and "Maytime", you've never seen (or heard) Jeanette MacDonald and Nelson Eddy so breathtakingly marvelous! Their love story will wring your heart! Their love-songs will charm you as never before!

IT'S ENTIRELY IN BEAUTIFUL TECHNICOLOR!

A feast for the eye! Dazzling spectacle becomes even more superb by the magic of Technicolor! Wait until you see the colorful "tulip scene and other eye-filling spectacles!

A CAST OF FUNSTERS!

From left to right—garrulous Herman Bing, hilarious Frank Morgan, nimble-footed Ray Bolger, and Mischa Auer (remember him in "My Man Godfrey"?) . . . plus lovely Florence Rice in the background for extra romance!

BRAINS AT THE HELM!

Produced by Hunt Stromberg. Directed by W. S. Van Dyke II. They're still taking bows for "Marie Antoinette"—and who can forget their "Naughty Marietta"!

A Metro-Goldwyn-Mayer Picture with

FRANK MORGAN · RAY BOLGER
FLORENCE RICE · HERMAN BING
MISCHA AUER

Douglas McPhail · Betty Jaynes
Reginald Gardiner · Gene Lockhart

Directed by W. S. VAN DYKE · Produced by HUNT STROMBERG

Screen play by Dorothy Parker and Alan Campbell

A more than $250,000.00 CONTEST PICTURE

EXHIBITORS CHOOSE BEST PICTURES

"NAVY BLUE AND GOLD"

"Here's a really swell picture, that will appeal to any audience. We played it with a first run Gene Autry, "Gold Mine in the Sky", while the Autry film may have brought many of the patrons in, it was "Navy Blue and Gold" that they came out talking about. The picture's a year old, but your patrons will never notice it. Swell cast, excellent production and direction."

L. M. TAYLOR,
Madison Theatre,
Toronto, Ont.

"THREE COMRADES" "LORD JEFF"

"These two Metro picture ran about neck and neck for my choice here for September. Both pictures did well at the box-office and were praised highly by my patrons. 'Three Comrades' is particularly fine."

CHARLIE QUERRIE,
Palace Theatre,
Toronto, Ont.

"MAGNIFICENT OBSESSION"

"When you see pictures like this one, you begin to wonder if screen technique HAS improved any in the past few years, for I doubt if I have seen any film better produced than this one. Although we played it old, it did excellent business, and was well liked by everybody."

HARRY FIRESTONE,
Esquire Theatre,
Toronto, Ont.

"A FAMILY AFFAIR"

"This 'Judge Hardy' series film did excellent business for us. We don't have much juvenile patronage, and the adults were unanimous in their praise of the picture. Mickey Rooney went over in a big way."

L. HANCHARD,
Radio City Theatre,
Toronto, Ont.

"THREE COMRADES"

"One of the finest produced pictures of the year. Played it at the time when the European crisis had everybody jittery, but played this film to capacity houses. It is my opinion that this picture equals 'All Quiet on the Western Front' for production values."

JIMMY LYNCH,
Runnymede Theatre,
Toronto, Ont.

THEATRE CONSTRUCTION AND RENOVATION

VALLEYFIELD'S new $15,000 Bellerive Theatre was opened recently to the public of this Quebec Province town. The theatre, owned and operated by Gaspard Major, is fireproof, air-conditioned, and has a seating capacity of three hundred and fifty.

SYDNEY, N.S.

D. P. MacDonald, owner of the proposed new theatre here, has awarded the general contract for the construction of the house to Chappell's, Ltd., of this city. H. G. Duerr of Toronto is the architect. The new theatre will be of stadium type construction, forty feet high, with a seating capacity of 1,000.

HAMILTON, ONT.

The Palace Theatre here has recently installed new R.C.A. sound equipment of the very latest type. Frequency range on the new equipment has been raised from the old standard of 80 to 5,000, to 50 to 8,000. One of the chief reasons for the vast improvement over the old sound equipment in this new machine, is the new cellular horns which give identical hearing and an even tone to every corner and seat of the house regardless of its location.

REVELSTOKE, B.C.

W. P. Dewees Theatre Enterprises of Vancouver will shortly prepare plans for replacing the Province Theatre of this city, recently destroyed by fire. Some time ago new construction was started here to provide a modern theatre, but the project was postponed. It is probable that the new building will be completed now. Total loss on the Province is estimated at $10,000. No insurance was carried on the building.

EDMONTON, ALTA.

Newest contribution to Edmonton's 1938 theatre improvement campaign, the $60,000 streamlined Dreamland Theatre, was opened here recently. Incorporating most modern developments in architectural and construction aspects of theatre building, the Dreamland is entirely new inside and out. Costly mechanical equipment has been installed, and every board and brick of the building is entirely new. Luxurious seats, expensive sound and projecting equipment and a ventilation system built into the building have been added to a structure specially designed and built for a modern "talkie" theatre.

TORONTO, ONT.

Tom Walton, who operates the National Theatre, Younge Street, announces a renovation and redecoration campaign for the National to cost approximately $22,000. The house will probably close November 5, re-opening with a gala midnight show, Christmas night. A complete new front featuring the new opal tones will be constructed, and a new marquee and modernistic sign will be erected. Mr. Walton is planning to instal new carpeting, seats, equipment and hangings, and the present air-conditioning equipment will be altered to include radiatorless heating. Plans, as prepared by architect Jay I. English, call for increase in the seating capacity from 468 to 550.

October Feature Release Dates

METRO-GOLDWYN-MAYER

*"Boys' Town"**	Oct. 1
*"Too Hot To Handle"***	Oct. 8
"Vacation from Love"	Oct. 15
"Stablemates"	Oct. 22
"Listen, Darling"	Oct. 29

*Originally scheduled for release in September.

**Originally scheduled for release in August.

RKO RADIO

"Mr. Doodle Kicks Off"	Oct. 7
"A Man To Remember"	Oct. 14
"The Mad Miss Manton"	Oct. 21
"Miracle Racket"	Oct. 28

UNITED ARTISTS

"There Goes My Heart"	Oct. 14
"The Young in Heart"	Oct. 21
"The Cowboy and the Lady"	Oct. 28

WARNER BROTHERS

"Garden of the Moon"	Oct. 1
"Broadway Musketeers"	Oct. 8
"The Sisters"	Oct. 15
"Girls on Probation"	Oct. 22
"Brother Rat"	Oct. 29

COLUMBIA

"West of the Sante Fe"	Oct. 3
"Crime Takes A Holiday"	Oct. 5
"Law of the Texans"	Oct. 10
"Flight To Fame"	Oct. 12
"There's That Woman Again"	Oct. 13
"Homicide Bureau"	Oct. 19

20th CENTURY-FOX

"Meet the Girls"	Oct. 7
"Five of a Kind"	Oct. 14
"Mysterious Mr. Moto"	Oct. 21
"Suez"	Oct. 28

Premier Hepburn of Ont. Favors Closer Economic Unity Between Canada and U.S.

Washington Film Digest

By MILTON F. LUNCH

JUSTICE DEPARTMENT OFFICIALS MEET WITH MAJORS' GENERAL COUNSELS

Washington, D.C., Oct. 5—(CTP)

THE Motion Picture Industry and Government met here last week at a meeting which may well be one of the most important ever held to the Motion Picture Industry. Occasion for the important confab was the Government's pending anti-trust suit against the majors.

Meeting at the home of Col. William J. Donovan, RKO legal representative, who played host to the group were Assistant Attorney - General Thurman Arnold and Paul Williams of the Department of Justice and Austin C. Keough, Paramount's general counsel; J. Robert Rubin, general counsel for Loew's; Ralph Harris, John Kaskey and Attorney Shipman, associate counsels for 20th Century-Fox; William Mallard, RKO; and Robert Perkins, general counsel for Warner Brothers.

Donovan said that no agenda had been laid down for discussion and indicated that the company counsel would await the pleasure of the Justice Department representatives as to subjects to discuss. Observers here forecast that the conferees would first thrash out the Justice Department's request for status quo in Big Eight exhibition purchases while the present suit is pending, and the the Government's view on the Industry's trade reform might be sought.

Arnold has already registered his desire to cooperate with the Industry, and expressed his agreement with "Government - Industry cooperation" statements issued by both President Sidney Kent of 20th Century-Fox and Will Hays. Colonel Donovan said that Will Hays did not attend the conference.

Although nothing was given out officially on the results of the conference, it was evident that the attitude between the Government and the Industry was much clarified as a result. The dinner conference was described off-the-record as "cordial", "constructive", and in other flattering terms.

"It was indeed a very delightful meeting", one close Justice Department source told correspondents. It was said that the main point developed thus far was negotiation leading to settlement of the Department's exhibition status quo request.

It is expected that the Film Industry's counsels will meet again with Arnold and other Department of Justice officials within the next ten days. However, there will be no further formal conferences until the answers to the Government's film suit are filed by the majors.

ALLIED ENTERS PICTURE

IMMEDIATELY following the Industry conference, Mr. Joseph Rosenberg, counsel for Allied Exhibitors States Association of Illinois, arrived in town and went into conference with Assistant Attorney-General Arnold and Paul Williams, special attorney who is directing court procedure policy on the anti-trust suit.

Rosenberg presented formal complaints to Arnold and Williams on film matters, and said that during his visit he had a "courtesy visit with my old friend Abram Myers", Allied general counsel.

After emerging from the Justice Conference, Rosenberg told correspondents he had pledged to Arnold and Williams the "cooperation to the fullest extent of independent exhibitors in advancing the Government's broad New York suit".

"Out in the mid-west we know the Department is sincere in its efforts to clean up this Industry," the Chicago Allied counsel said.

Speaking of the recent anti-trust suit filed in Chicago, Rosenberg said that the Justice Department expected to send observers for the next hearing.

He said he had left with Arnold and Williams a full copy of alleged violations of the Chicago 1932 consent decree with all members of the Big Eight except Columbia. He asked the Government assert itself by filing a petition charging violation of the decree or holding in contempt of court.

SUPREME COURT MEETS

ON Monday, October 3rd the United States Supreme Court met for its fall session, and the eyes of the entire Film Industry turned in that direction. Pending before the High Court this session are some of the most important cases to the Film Industry.

As the current term started on Monday, only eight justices were present. The empty seat was that occupied by the late Justice Cardoza. President Roosevelt is not expected to appoint a successor until Congress meets the first of the year, meaning that some of the film cases may be decided by an eight-man court.

Some of the film cases are left over from last session while others will be heard for the first time.

Among the most important cases coming before the Court is the Dallas Anti-Trust Case, which has already been argued once before before the High Tribunal. At that time the case was ordered sent back to the lower court for its findings of fact. This will be officially placed before the Supreme Court, and the case will be argued again and then a decision rendered.

Also scheduled for early action is the appeal from an unfavorable decision of a Philadelphia court on double-features. Known as the Perelman case, the issues here will be important to other attempts to stamp out double-features.

New cases include the North Dakota Divorcement Case and an appeal from a lower court decision upholding the State of Washington in barring ASCAP from that state.

The North Dakota law forbids producers or distributors to own houses in that state. ASCAP's appeal will charge that the State of Washington has no legal right to outlaw them from the state.

Theatre Equipment and COMPLETE SUPPLIES

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

Trouble Looming Here As Union Plans Organization Of Exchange Bookers, Poster Clerks and Shipping Clerks

Exhibitors! Write us your opinion on the "give-a-away" habit.

The man who takes "lemons" and makes "oranges"

By MERRYL LEA

LAST Saturday morning, Mr. Sam Bloom, pioneer Toronto Exhibitor was the proud recipient of many congratulatory messages, at the Bar-Mitzvah (Confirmation) of his son, Martin.

Many friends and representatives of the Moving Picture Industry, were present to witness the ceremony at the Holy Blossom Temple. Martin, spoke his share in the ceremony with ease and assurance — what a Showman he will be!

Chatting with Mr. Bloom, he turned back the clock of time and recalled how many years previous, in the days when he was an Independent Exhibitor, Ray Lewis had written of him, in The Digest in bold face type, "Sam Bloom, The Man Who Takes Lemons and Makes Oranges". That was more than fifteen years ago, but Mr. Sam Bloom is still the kind of a Showman who can work wonders, even with a "lemon"!

Mr. Bloom also recalled the time, about twelve years ago, when he, in company with several other Independents and Ray Lewis, went up to Montreal to give "the bird" to an alleged Independent who was double-crossing the Association for his own gain. Incidentally, the fellow to whom they gave "the bird" — his name was Mr. Sparrow!

In honour of this momentous day in his son's life, Mr. Bloom donated a considerable sum of money to various charities.

MR. SAM KARBY, new manager of the Roxy Theatre, Watrous, Saskatchewan, ran a "Get Acquainted Week" upon his arrival to fill the managerial post at the Roxy. Advertising material advised that admission was reduced for the period of one week, in order to give most residents of the town and surrounding district the opportunity to see a good show and meet the new manager. This personal touch goes over 'big' particularly in small town locations. The Digest wishes Mr. Karby every success in his new post.

PHIL MAURICE, is the new manager of the Loew's Theatre, Montreal. Consolidated Theatres recently added Loew's to their group of theatres, and this theatre has been completely renovated at a cost of about $75,000. The theatre opened with a new policy, consisting of vaudeville bill as well as first-run movies. Publicity stunt last Saturday, for the current main attraction on the vaudeville bill at Loew's, garnered plenty of results. About three thousand people gathered in front of the theatre, after handbills were circulated announcing that 'The Great Huber', magician, was "to be hanged". Newspaper accounts state, "A couple of constables and newspaper men had a lot of fun binding a rugged-looking strait-jacket about his person, the heavy manilla rope was tied around his ankles, and he was hoisted in the general direction of Loew's roof". The reporter continues, "Once down on the ground again, Huber resumed his normal mien, traffic resumed its tedious course, Loew's got a lot of publicity, three thousand people got quite a thrill, and a reporter got a story". Good luck to you, Mr. Maurice!

THE Revue Theatre, Roncesvalles Avenue, Toronto — playing "The Adventures of Robin Hood" this week, made you notice the current attraction, with the theatre-front very attractively done with huge cardboard displays . . . The Kenwood, on Bloor Street, Toronto, when playing the Columbia picture, "Penitentiary", had a sandwich-man walking the streets dressed as a convict, with stripes very prominently displayed! Reading matter in large type, heading reading "Prisoners Escape"!

AT the Convention of the Saskatchewan Motion Picture Exhibitors' Association at Saskatoon, it was agreed that a strong protest would be filed against the showing of 16 mm. film where there is no equipment in the way of public safety devices according to regulations governing moving picture theatres in Saskatchewan. Moving picture theatre owners and managers expressed the opinion that any panic occurring on premises not properly equipped, would reflect upon the entire theatre business.

This Convention was attended by about 40 Saskatchewan theatre owners and managers. Officers re-elected: P. W. Mahon, of Prince Albert, President; Vice-President, J. Fields, Moose Jaw; Secretary, W. Novak of Regina, and Mr. I. Reinhorn of Regina, Secretary. The latter reports that the association now includes more than 50 percent of the theatre owners and managers in Saskatchewan.

LAST week we promised to talk more about the "giveaway" situation in other key cities. In Montreal, out of a total of approximately 50 second-run houses, 31 theatres advertise, 10 of which announce "Dinnerware"! The advertisements of the United Amusement Theatres read, "Dinnerware 10c" — apparently they charge for their "tokens"!

What do you think of the "giveaway" habit? Write The Digest your opinion. Next week we will again discuss the "giveaway", and publish some Exhibitor opinions on same.

"Drums" Excellent $90,000, Radio City Music Hall

Shooting the Stars

As a result of her fine work in her last picture, FLORENCE RICE has been awarded the choice role of the feminine lead opposite ROBERT TAYLOR in METRO - GOLDWYN - MAYER'S "STAND UP AND FIGHT"; WALLACE BEERY is co-starred with Taylor in the picture, which will be directed by W. S. VAN DYKE . . . JAMES WHALE has been selected by EDWARD SMALL to direct his forthcoming production "THE MAN IN THE IRON MASK", for U.A. release . . . next musical on the 20TH CENTURY-FOX production schedule will be "THANKS FOR EVERYTHING", starring JACK HALEY, ADOLPHE MENJOU and ARLEEN WHELAN; WILLIAM A. SEITER will direct; GORDON and REVEL have written the score . . . JEAN ROUVEROL replaces Anne Shirley in the feminine lead in RKO RADIO'S "LAW WEST OF TOMBSTONE", starring HARRY CAREY, with TIM HOLT . . . CLAUDE RAINS and FAY BAINTER have been assigned to principal roles in "EPISODE", WARNER BROS. picture which will star PRISCILLA LANE and JEFFREY LYNN . . . PENNY SINGLETON will replace Shirley Deane in the title role of "BLONDIE", first of the series of three pictures which COLUMBIA will produce based on Chic Young's popular comic strip; ARTHUR LAKE will play "Dagwood" . . . JOHN CARROLL will star in two new pictures for MONOGRAM; films are "UNDER NORTHERN LIGHTS", adapted from the Jack London story "Wolf Call", and "STAR REPORTER", by Al Block . . . "THE LOVE MACHINE", an original story by NARD JONES, dealing with the weird inventions of a high school youth, has been purchased by M-G-M for early production . . . LEIGH JASON has won the big assignment of directing DOUGLAS CORRIGAN in "BORN TO FLY", story of the flying hero's career to be filmed by RKO RADIO . . . ALAN DINEHART has been assigned a leading role in "HARD TO GET", soon to go into production at 20TH CENTURY-FOX . . . . MICHAEL CURTIZ has been given the directorial chore for WARNER BROS.' forthcoming epic of the early West, "DODGE CITY"; indications are that WAYNE MORRIS will be assigned the top male role . . . PAUL KELLY will shortly appear as the lead in a new COLUMBIA picture entitled "REVOLT IN THE SAHARA", scheduled for early production . . . PAUL HURST has been added to the cast of "TOPPER TAKES A TRIP" at the HAL ROACH Studios; film will be released through UNITED ARTISTS . . . "MIDNIGHT PATROL" is the title of the initial "TAILSPIN TOMMY" feature to be produced by MONOGRAM, starring the TWA aviator, JOHN TRENT.

Wayne Morris, star of Warner Brothers' screen version of the Broadway hit, "Brother Rat".

Trans - Canada Showings

TORONTO

CAPITOL
"There's Always A Woman" (Columbia), starring Melvyn Douglas and Joan Blondell, and "Man's Castle" (Columbia re-issue), starring Spencer Tracy and Loretta Young.

IMPERIAL
"Sing You Sinners" (Paramount), starring Bing Crosby and Fred MacMurray.

LOEW'S
"Three Loves Has Nancy" (M-G-M), starring Robert Montgomery, Janet Gaynor and Franchot Tone, and "Blockheads" (M-G-M), starring Laurel and Hardy.

SHEA'S
"Racket Busters" (Warners), starring George Brent and Humphrey Bogart, and "Mr. Chump" (Warners), with Johnnie Davis.

UPTOWN
"Four's A Crowd" (Warners), starring Errol Flynn, Rosalind Russell, Olivia de Havilland and Patric Knowles.

MONTREAL

CAPITOL
"Carefree" (RKO Radio), starring Fred Astaire and Ginger Rogers, and "This Marriage Business" (RKO Radio), with Victor Moore.

IMPERIAL
"Love Finds Andy Hardy" (M-G-M), starring Lewis Stone, Mickey Rooney and Judy Garland, and "Mr. Moto Takes A Chance" (20th Century-Fox), starring Peter Lorre.

LOEW'S
"Rich Man, Poor Girl" (M-G-M), starring Robert Young. Also stage show.

PALACE
2nd week. "Marie Antoinette" (M-G-M), starring Norma Shearer and Tyrone Power.

PRINCESS
"Mother Carey's Chickens" (RKO Radio), starring Fay Bainter, Anne Shirley and Ruby Keeler, and "I'm From The City" (RKO Radio), starring Joe Penner.

SAINT JOHN

CAPITOL
"Marie Antoinette" (M-G-M), starring Norma Shearer and Tyrone Power.

EMPIRE
"Dead End" (Goldwyn-U.A.), starring Sylvia Sidney, Joel McCrea and the "Dead End" kids, and "Expensive Husbands" (Warners), with Patric Knowles.

MAYFAIR
"Vivacious Lady" (RKO Radio), starring Ginger Rogers and James Stewart, and "Smashing the Rackets" (RKO Radio), starring Chester Morris.

REGENT
"In Old Chicago" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche, and "She's Got Everything" (RKO Radio), starring Gene Raymond and Ann Sothern.

STRAND
"A Slight Case of Murder" (Warners), starring Edward G. Robinson, and "Missing Witness" (Warners), with John Litel.

WINNIPEG

BEACON
"Bringing Up Baby" (RKO Radio), starring Katherine Hepburn and Cary Grant, and "Law of the Underworld" (RKO Radio), starring Chester Morris and Anne Shirley. Also stage show.

CAPITOL
"Marie Antoinette" (M-G-M), starring Norma Shearer and Tyrone Power.

GAIETY
"Having Wonderful Time" (RKO Radio), starring Ginger Rogers and Douglas Fairbanks, Jr., and "Fast Company" (M-G-M), starring Melvyn Douglas and Florence Rice.

GARRICK
2nd week. "Adventures of Marco Polo" (Goldwyn-U.A.), starring Gary Cooper.

RIO
"Damaged Goods" (G-N).

CALGARY

CAPITOL
"Carefree" (RKO Radio), starring Fred Astaire and Ginger Rogers.

GRAND
"God's Country and the Woman" (Warners), starring George Brent and Beverly Roberts, and "There's Always A Woman" (Columbia), starring Melvyn Douglas and Joan Blondell.

PALACE
"Breaking the Ice" (RKO Radio), starring Bobby Breen, and "The Affairs of Annabel" (RKO Radio), starring Jack Oakie and Lucille Ball.

TIVOLI
"Adventures of Tom Sawyer" (Selznick-U.A.), starring Tommy Kelly and Ann Gillis.

STRAND
"The Crowd Roars" (M-G-M), starring Robert Taylor and Maureen O'Sullivan, and "Island in the Sky" (20th Century-Fox), with Michael Whalen and Gloria Stuart.

VANCOUVER

CAPITOL
"Marie Antoinette" (M-G-M), starring Norma Shearer and Tyrone Power.

BEACON
"City Streets" (Columbia), starring Edith Fellows and Leo Carillo, and "Find the Witness" (Columbia), with Charles Quigley. Also stage show.

ORPHEUM
"Three Loves Has Nancy" (M-G-M), starring Robert Montgomery, Janet Gaynor and Franchot Tone, and "Campus Confessions" (Paramount), with Betty Grable and William Henry.

STRAND
"Breaking the Ice" (RKO Radio), starring Bobby Breen, and "The Affairs of Annabel" (RKO Radio), starring Jack Oakie and Lucille Ball.